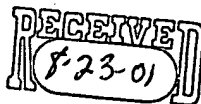


OFFICIAL



PATENT
Attorney Docket No. 209881

5/A
ME
8-23-01

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Nyhan et al.

Group Art Unit: 2162

Serial No. 09/349,650

Examiner: Jean D. Janvier

Filed: 07/08/99

For: "System and Method for Evaluating and/or
Monitoring Effectiveness of On-Line
Advertising"

AMENDMENT AND REQUEST FO RECONSIDERATION

Assistant Commissioner for Patents
Washington, D.C. 20231

Dear Sir:

In response to the Office Action dated May 24, 2001, please enter the following amendments and consider the following remarks. Reconsideration of the prior grounds for rejection and allowance of all the presently pending claims 1-18, 20, and 21-50 are respectfully requested in view of Applicants' amendments and remarks.

IN THE CLAIMS:

Please cancel claim 19.

Please amend the previously pending claims 1-6, 8-13, 15, 18 and 20 as follows:

- a
1. (Amended) A system for facilitating measuring effectiveness of advertisements displayed upon a computer for viewing by a user, the system comprising:
 - a code associated with an advertisement received from an advertiser server;
 - a server capable of supplying an indicator identifying an instance wherein the advertisement is activated for viewing by the user, and wherein the code initiates sending a signal to the server indicative of activation of the advertisement; and

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01 FC:202 80.00 CH
02 FC:203 261.00 CH